

Message Text

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PAGE 01 BANGKO 06398 250153Z
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SUBJECT: COUNTRY COMMERCIAL PROGRAM - PRELIMINARY FY 1979
INPUTS

REF: STATE 44899

FOLLOWING ARE EMBASSY'S PRELIMINARY PROPOSALS OF CAMPAIGNS
AND OTHER SPECIAL POST EFFORTS FOR FY-79 CCP:

CAMPAIGN ACTIVITIES

CAMPAIGN NO. 1 PRIORITY NO. 3

TITLE: MEDICAL AND HOSPITAL EQUIPMENT SUPPLIES AND APPARATUS

OBJECTIVE AND RATIONALE:

THAILAND'S CONTINUED EFFORTS TO DEVELOP ITS RURAL
MEDICAL FACILITIES REPRESENT SIZEABLE OPPORTUNITIES FOR U.S.
SUPPLIERS. THAILAND'S REQUIREMENTS IN THIS PRODUCT GROUP ARE
TOTALLY SATISFIED THROUGH IMPORTS WHICH ARE EXPECTED TO RISE
TO \$25 MILLION IN 1979, AN INCREASE OF 42 PER CENT ABOVE THE
\$17.6 MILLION RECORDED IN 1975. BECAUSE OF THE PREFERENCE OF
THE LOCAL MEDICAL PROFESSION FOR SOPHISTICATED U.S. MEDICAL
PRODUCTS AND TECHNOLOGY, A SUBSTANTIAL INCREASE FROM THE 22.2
PER CENT U.S. MARKET SHARE OF 1975 IS ANTICIPATED.

CAMPAIGN NO. 2 PRIORITY NO. 1

TITLE: AGRI-BURINESS DEVELOPMENT

OBJECTIVE AND RATIONALE:

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BASICALLY AN AGRICULTURAL ECONOMY, THAILAND'S FOREIGN
EXCHANGE EARNINGS ARE DERIVED LARGELY FROM AGRICULTURAL EX-
PORTS, AND ITS POPULATION, FOR THE MOST PART, DEPENDS HEAVI-
LY ON AGRICULTURE FOR A LIVELIHOOD. A MAJOR CHALLENGE FOR
THAILAND WILL BE TO FURTHER DIVERSIFY ITS AGRICULTURE AND
DEVELOP VALUE ADDED AGRI-BUSINESS THUS LESSENING DEPENDENCE

ON WIDER FLUCTUATING PRICES FOR ITS AGRICULTURAL EXPORTS. THAILAND'S FOURTH FIVE YEAR PLAN (1977-81) EMPHASIZES FURTHER DEVELOPMENT OF ITS AGRICULTURAL INFRASTRUCTURE AND SOME OF THE MAJOR AGRICULTURAL PROJECTS WILL GENERATE INCREASING DEMANDS FOR FARM MACHINERY, STORAGE FACILITIES, FERTILIZER, INSECTICIDES, FOOD PROCESSING AND PACKAGING EQUIPMENT. A MAJOR OFF-SITE EXHIBITION IS PLANNED FOR EARLY FY-79.

CAMPAIGN NO. 3 PRIORITY NO. 4
TITLE: CONSTRUCTION AND MINING EQUIPMENT
OBJECTIVE AND RATIONALE:

THAILAND'S CONSTRUCTION INDUSTRY WHICH WAS IN THE DOLDRUMS IN 1974/75 REVIVED IN 1976. THE DEMAND FOR HOUSING CONSTRUCTION AND COMMERCIAL BUILDINGS GREW AT A SUBSTANTIAL RATE WHILE THE RTG MADE LARGE ALLOCATIONS FOR CONSTRUCTION WORK DURING THE YEAR. WITH GOVERNMENT'S MULTI-BILLION DOLLAR PLANS FOR CONSTRUCTION OF OVER 100 MAJOR PROJECTS (PLEASE SEE BANGKOK A-39) THIS IMPRESSIVE GROWTH OF THE INDUSTRY IS EXPECTED TO CONTINUE FOR SEVERAL YEARS. THE ANTICIPATED GROWTH OF THE MINING INDUSTRY IS ALSO EXPECTED TO GENERATE INCREASING DEMANDS FOR MINING EQUIPMENT.

OTHER SPECIAL POST EFFORTS
ACTIVITY NO. 1 PRIORITY NO. 2
TITLE: MAJOR PROJECTS
OBJECTIVE AND RATIONALE:

THAILAND'S MAJOR PROJECTS (PLEASE SEE BANGKOK A-39) PRO-
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BABLY REPRESENTS THE GREATEST POTENTIAL FOR U.S. SUPPLIERS. THAILAND WILL BE ABLE TO NEGOTIATE LOANS AND GRANTS FROM SEVERAL INDUSTRIAL NATIONS TO FINANCE ITS AMBITIOUS MULTI-BILLION DOLLAR PLANS FOR INFRASTRUCTURE DEVELOPMENT DURING THE NEXT FIVE YEARS. THESE PROJECTS INCLUDE POWER GENERATION, TRANSMISSION AND DISTRIBUTIONS, SEWAGE AND WATER SUPPLY, IRRIGATION, TRANSPORTATION AND COMMUNICATION. THE NUMEROUS AND VARIED PROJECTS PROPOSED REPRESENT NOT ONLY POTENTIAL SALES FOR A BROAD RANGE OF PRODUCTS BUT SUBSTANTIAL OPPORTUNITIES EXIST FOR U.S. ENGINEERING AND CONSTRUCTION FIRMS AS WELL.

ACTIVITY NO. 2 PRIORITY NO. 6
TITLE: FOREIGN TRADERS INDEX (FTI)
OBJECTIVE AND RATIONALE:

IN ADDITION TO AN ANNUAL UPDATING OF THAILAND'S FTI AND WTDR/FTI REPORTING, EMBASSY WILL ROUTINELY IDENTIFY AND REPORT ON LOCAL FIRMS DETERMINED TO BE GOOD TRADE CONTACTS FOR

U.S. FIRMS. THIS SHOULD ASSIST THE DEPARTMENT OF COMMERCE
IN THE MAINTENANCE OF CURRENT INFORMATION IN FTI.

ACTIVITY NO. 3 PRIORITY NO. 5

TITLE: TRADE PROMOTION

OBJECTIVE AND RATIONALE:

MAXIMIZE USE OF FACILITIES OF COMMERCIAL SECTION BY
CONDUCTING SINGLE COMPANY EXHIBITS, TECHNICAL SALE SEMINARS
AND OTHER APPROPRIATE PROMOTIONAL ACTIVITIES UTILIZING
GREATER USE OF VTRS. ASSIST USFC SINGAPORE IN PROMOTING
ATTENDANCE TO ITS EXHIBITIONS. SUPPORT THE FOREIGN BUYERS
PROGRAM BY PROMOTING AND ENCOURAGING VISITS TO USA AND
ATTENDANCE AT SOME OF THE APPROPRIATE U.S. EXHIBITIONS.
SUPPORT AND ASSIST IN VISITS OF IOGA TRADE MISSIONS AND
TECHNICAL SALES SEMINARS THAT MAY BE PROGRAMMED BY USDOC
IN KEEPING WITH THE OBJECTIVES AND RATIONALE OF THE FY-79
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